



Fairway Outdoor Advertising of the Triangle East

Raleigh-Durham, Kinston, Goldsboro,
Greenville, Jacksonville, Wilmington,
North Carolina and Surrounding Areas



2010 Triangle East Poster Coverage & Rates

	POPULATION	SIZE DAILY GRP'S	ALLOTMENT REG.	ILL.	TOTAL PANELS	D.E.C.	PRICE PER FLIGHT
RALEIGH-DURHAM DMA	Pop. 18+: 1426.6	35	7	22	29	513.3	37,410
Counties Included: Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Wayne		25	5	14	19	336.3	24,510
RALEIGH-DURHAM METRO	Pop. 18+: 1144.9	50	6	18	24	480.4	30,960
Cities Covered: Clayton, Creedmoor, Franklinton, Fuquay, Garner, Henderson, Hillsborough, Kittrell, Lillington, Louisburg, Oxford, Pineview, Roxboro, Selma, Smithfield, Wake Forest, Wendell, Wilson Mills, Zebulon		25	3	9	12	235.2	15,480
RALEIGH METRO	Pop. 18+: 875.7	50	6	16	22	440.0	28,380
Cities Covered: Clayton, Franklinton, Fuquay, Garner, Henderson, Kittrell, Lillington, Louisburg, Pineview, Selma, Smithfield, Wake Forest, Wendell, Wilson Mills, Zebulon		40	5	13	18	360.0	23,220
		25	3	8	11	220.0	14,190
		20	2	7	9	180.0	11,610
DURHAM METRO	Pop. 18+: 376.7	25	1	4	5	94.0	6,450
Cities Covered: Creedmoor, Hillsborough, Roxboro		15	1	2	3	56.4	3,870
HENDERSON/OXFORD METRO	Pop. 18+: 76.3	100	2	5	7	54.6	4,851
		50	1	3	4	31.2	2,772
		25	1	1	1	15.0	1,386
SANFORD METRO	Pop. 18+: 38.0	100	1	2	3	42.9	2,079
		50	1	1	2	28.6	1,386
		25	0	1	1	14.3	693
DUNN METRO	Pop. 18+: 79.1	100	2	4	6	56.4	4,158
Cities Covered: Benson, Lillington, Erwin		50	1	3	4	37.6	2,772
		25	1	1	2	18.8	1,386
GOLDSBORO METRO	Pop. 18+: 88.4	100	2	4	6	89.4	4,020
Cities Covered: Fremont, La Grange, Mount Olive, Pikeville		75	1	3	4	59.6	2,680
		50	1	2	3	44.7	2,010
		25	1	1	2	29.8	1,340
GREENVILLE, NC DMA	Pop. 18+: 397.0	100	7	21	28	400.4	21,840
Counties Included: Beaufort, Carteret, Currituck, Duplin, Greene, Lenoir, Martin, Onslow, Pasquotank, Pender, Pitt, Tyrrell, Washington		75	5	16	21	300.3	16,380
		50	4	10	14	200	10,920
		25	2	5	7	100.1	5,460
GREENVILLE, NC METRO	Pop. 18+: 111.9	100	3	7	10	122.0	7,800
Cities Covered: Ayden, Farmville, Grifton, Winterville		75	2	5	7	85.4	5,460
		50	1	4	5	61	3,900
		25	1	2	3	33.6	2,340
KINSTON METRO	Pop. 18+: 62.3	100	1	4	5	58.5	3,000
Cities Covered: La Grange, Snow Hill		75	1	3	4	46.8	2,400
Counties Included: Greene, Lenoir		50	1	2	3	35.1	1,800
		25	1	1	2	23.4	1,200

View our inventory at <http://pop.fairwayoutdoor.com/webmapping/>

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WASHINGTON, NC METRO	Pop. 18+: 36.5	100	1	3	4	41.2	2,200
Cities Covered: Chocowinity		75	1	2	3	30.6	1,650
		50	1	1	2	20.6	1,100
		25	0	1	1	10.3	550
WILLIAMSTON	Pop. 18+: 20.0	100	1	3	4	18.8	2,200
		75	1	2	3	14.1	1,650
		50	1	2	2	9.4	1,100
		25	0	1	1	4.7	550
JACKSONVILLE, NC METRO	Pop. 18+: 110.0	100	2	5	7	122.2	5,600
Cities Covered: Richlands, Holly Ridge,		75	1	4	5	87.5	4,000
Sneads Ferry, Dixon, Swansboro, Morehead City,		50	1	2	3	52.5	2,400
Hubert, Cape Carteret		25	1	1	2	35.0	1,600
WILMINGTON METRO	Pop. 18+: 246.2	100	4	12	16	256.0	14,000
Cities Included: Carolina Beach, Maco, Bolivia,		75	3	9	12	192.0	10,500
Scotts Hill, Leland, Southport, Shallotte, Acme Delco,		50	2	6	8	128.0	7,000
Wallace, Rose Hill, Burgaw, Supply, Hampstead, Belville		25	1	3	4	64.0	3,500

2010 Mobile Billboard Rates

Friday, Saturday, Sunday	\$675 net per 8 hour day
Monday, Tuesday, Wednesday, Thursday	\$625 net per 8 hour day
Monday – Friday	\$3,250 net for the week

2010 Raleigh Durham Rotary Rates

	POPULATION	SIZE	ALLOTMENT REG.	ILL.	TOTAL	D.E.C.	1 FLIGHTS (Net Costs)	3 FLIGHTS (Net Costs)	6 FLIGHTS (Net Costs)	9 FLIGHTS (Net Costs)	13 FLIGHTS (Net Costs)
RALEIGH/DURHAM - ROTARY	POP. 18+ : 1144.9	15	1	3	4	174.8	24,800	19,200	18,800	18,400	18,000
Counties: Clayton, Creedmoor,		10	0	2	2	87.4	12,400	9,600	9,400	9,200	9,000
Fuquay, Hillsborough, Wake											
Forest, Louisburg, Wendell,											
Zebulon, Smithfield, Roxboro											
						NET PER UNIT	6,200	4,800	4,700	4,600	4,500

EXTENDED ADVERTISING SPACE – \$25.00 per sq. ft. Maximum 100 sq. ft.

Extended space may extend no more than 2' below or 2' beyond each end, and no more than 4' above the unit.

PERMANENT BULLETINS – Available in most markets. Rates and sizes are quoted on request.

SHIPPING ADDRESS FOR ALL MATERIALS:

Fairway Outdoor Advertising • 508 Capital Boulevard • Raleigh, NC 27603 • (919) 755-1900 • FAX (919) 832-3802

View our inventory at <http://pop.fairwayoutdoor.com/webmapping/>

GENERAL TERMS AND CONDITIONS

TERMS

Subject to all contracts: Net cash thirty (30) days after date of invoice. Late charges accrue thirty (30) days after due date period. Rates subject to change without notice.

AGENCY COMMISSION

Advertiser/Agency understand and agree that the price specified on the reverse hereof is the net amount to be invoiced by, and paid to, Company. Company shall not be obligated to pay any commission under this agreement, whether executed by Advertiser or its Agency.

COPY CONTENT

The company reserves the right to reject, before or after display, any copy, pictorial or otherwise, which it considers to be false, misleading or deceptive, or in violation of existing laws or offensive to the moral standards of the community, or in any way reflects upon the character, integrity or standing of any individual or organization.

ILLUMINATION

All illuminated displays will be illuminated from dusk until midnight.

CREDITS

Any credit due Advertiser/Agency under the provisions of this agreement, shall be in the form of additional advertising services that are determined by Company to be of equal value.

If advertising circulation is reduced due to a partial or total loss of illumination, advertiser shall receive a credit, in the form of an extended display period or additional advertising space, proportionate to the loss of illumination but not to exceed twenty (20%) percent of the display period or advertising space, as the case may be. No reduction in illumination requested by advertiser shall qualify for such credit.

POSTER INFORMATION

All production and shipping costs are the responsibility of the advertiser. In the event posters do not reach the company plants 5 days prior to the established posting dates, the company must bill advertiser for the full period of time beginning with the dates booked.

SSP POSTERS - 10.5'H x 22.75'W

POSTER REQUIREMENTS

Ample posters should be supplied to repost each 28 days of contract period to insure proper display of advertising message.

POSTING DISCOUNT

Displays in markets not meeting requirements for a discount may not be combined for purposes of earning discounts. For discount purposes, each month may be counted only once, regardless of the number of displays posted for the advertiser during that same flight. Late additions to a contract qualifying for a discount will also earn the discount except that no showing of less than twenty-eight (28) days duration will be subject to discount.

POSTING LEEWAY

Posters should be shipped in time to arrive at least five days prior to the accepted posting date. A leeway period of five working days before and after the accepted posting date is required to complete the posting of any showing.

POSTING DATES

Posting dates are scheduled by flights: each flight equals 4 weeks and begins on Monday. Space costs begin on scheduled posting date.

SHORT-TERM POSTER RATES

Two-week poster showings are available at 75% of the flights space cost.

REPOSTING CHARGES

There will be a \$250 charge per location for any additional posting during the 28 day contract period. This includes snipes, overlays, or reposting complete poster.

ROTARY/ PERMANENT BULLETIN INFORMATION

*Rates are for 13 flights, space only contracts.
Short term rates and production costs quoted upon request. 56 day rotation cycle.*

EXTENDED ADVERTISING SPACE

Enhanced creative effects can be accomplished by utilizing extended advertising space. Often termed as "extensions" or "cutouts", this additional space is \$25.00 per square foot. This is a one time charge per design during the contract period. There will be a \$350 charge per location for any additional posting during the contract period.

Size limitation is 4 feet above, 2 foot below and 2 feet on either side of the normal display area, with a maximum footage of 100 square feet.

Space rate is net to Fairway. All extensions remain the property of Fairway Outdoor Advertising.

To determine the approximate square footage, frame the extension in the smallest single rectangle that will encompass the extension, compute the area of the rectangle and multiply by the current rate. For an accurate cost quote, supply your Fairway Account Executive with a copy of your layout.

ARTWORK

Approved artwork with printing instructions shall be furnished by the advertiser fifteen (15) business days prior to the scheduled display date. Should late arrival of artwork prevent the company from meeting scheduled display dates, the advertiser will be billed for the period scheduled even though bulletins cannot be displayed for the full period. Printed bulletins should be provided by the advertiser ten (10) days prior to the scheduled posting date.

VINYL BULLETINS

Upon the expiration of bulletin contracts, all client provided vinyl held by Fairway for future use is subject to a \$150 per unit/per month storage fee.

SNIPE CHARGES

Installation of small snipe \$150.

ALL NIGHT ILLUMINATION

All night illumination \$100 per month.

ARTWORK GUIDELINES

For complete guidelines go to our website <http://www.fairwayoutdoor.com/specs/>

FILES & TEMPLATES

Visit www.fairwayoutdoor.com/specs/ for detailed production specs and a variety of templates.

FILE FORMAT

We accept psd, tif, eps, and pdf files. All colors CMYK, include PMS colors if necessary. Make sure to flatten layers and convert fonts to outlines. Files created in Microsoft programs (Publisher, Word, PowerPoint, etc) are not accepted.

PHOTOS & LOGOS

Photo images and logos need to be at least 4" wide at 300 dpi. We CANNOT

produce billboards from website images, business cards, or computer printouts. For additional information on providing images contact the Art Department.

FILE DELIVERY

Email files to your Account Executive. Files must be smaller than 3.5 megs, for larger files use FTP site or save on disk.

FTP Site. Contact your Account Executive for FTP information. After placing file(s) on FTP site, please email the file name to your Account Executive.

Mail files to us on CD ROM or DVD ROM.

FAIRWAY

FAIRWAY OUTDOOR ADVERTISING • 508 CAPITAL BOULEVARD • RALEIGH, NC 27603-1318 • TEL. 919-755-1900 FAX. 919-832-3802

Visit our website at www.FairwayOutdoor.com